

Wii U

Image Share

Hashtag Application Procedure

2015-05-26

Version 1.1

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Table of Contents

1	Introduction	4
1.1	About This Document	4
1.2	Intended Audience	4
1.3	Terminology	4
2	Applying for a Hashtag.....	5
3	Registering Hashtags.....	6
3.1	Benefits of Registering Hashtags	6
3.2	Assigning Hashtags.....	6
4	Filling In the Registration Sheet.....	8
5	Checking the Hashtags Assigned to Posted Images	10
6	Details of Wii U Image Share.....	12
6.1	Feature Overview	12
6.2	Image Posting Flow	13
6.3	Hashtags.....	15
6.3.1	Hashtag Format.....	16
6.3.2	Notes About the Phrases Used for Hashtags.....	17
6.3.3	Length of Phrases Used for Hashtags	17
	Revision History	18

Figures

Figure 3-1	Counting Hashtag Characters.....	7
Figure 4-1	Tag Registration Sheet.....	8
Figure 5-1	Hashtag Confirmation Tool	10
Figure 6-1	Flow to the Point of Posting an Image	14
Figure 6-2	Hashtag Search on Twitter	16

1 Introduction

1.1 About This Document

This document explains how to apply for title-specific unique hashtags that are automatically assigned to images from the application when users post those images to a social networking service using Wii U Image Share. (Posts to Facebook do not include the hashtag.)

For more information about the Wii U Image Share web service, see the Wii U Image Share page (<http://www.nintendo.com/wiiu/image-share/>) on the Nintendo website. You can also find this information in Chapter 6 Details of Wii U Image Share of this document.

To get a quick idea of the effects achieved by posting images using Wii U Image Share, search Twitter using one of the hashtags already in widespread use, like "#Wii U." Lots of posts have nothing to do with Wii U Image Share, but you can see the kinds of things that get posted using the tool and how much fun users can have with the tool.

1.2 Intended Audience

This document is intended for those who are considering plans for the Wii U and those who are in charge of Wii U applications.

Even developers of applications that do not use the network features should read this document and consider applying for hashtags, because the availability of Wii U Image Share is unrelated to the application's use of a network.

1.3 Terminology

- SNS (Social Networking Service)

These websites are designed to build social networks among people. A variety of different social networking websites are operated in different fields and for different kinds of postings.

Wii U Image Share supports the social networking services Twitter, Facebook, and Tumblr, operated by different companies. References in this document to "SNS sites" refer to these social networking services.

- Hashtags

A keyword written as a marker inside the posted text. By including a prearranged keyword in the posted text, you can easily extract all the people who are posting about the same topic.

Note: For more information, see Section 6.3 Hashtags.

Note: Posts to Facebook will not include the hashtag.

2 Applying for a Hashtag

If you want to apply to use hashtags, fill in the Wii U Image Share registration sheet and send it to Nintendo support. (For more information about hashtags, see Section 6.3 Hashtags.) For more information about filling in the sheet, see Chapter 4 Filling In the Registration Sheet. When you specify a hashtag, be careful that the string you are using does not infringe on any existing registered trademarks. Nintendo will not check against existing trademarks.

For titles that have different launch dates by region, you can also submit tag registration sheets that have only the information for the relevant region to the support contact for that region.

If you don't apply to use hashtags, posts from your application are assigned the "#WiiU" hashtag. By applying to use hashtags, you can add application-specific hashtags.

3 Registering Hashtags

3.1 Benefits of Registering Hashtags

With Wii U Image Share, when users post game images saved in the application, the images can be posted along with a hashtag of the game developer's choosing, providing a hashtag has been registered. Posting game images using registered hashtags has the following benefits for both the game developer and the user.

- Benefits for users
 - People can share the fun of the game experience with friends.
 - People who are playing the same game can learn how others are playing the game.
- Benefits for the game developer
 - Getting users to share what it's like to play the game can appeal to potential customers to also buy the game.

Even if a hashtag has not been registered for a title, players can still post images from the application, and those images take the default hashtag "#WiiU." In other words, just because the application developer has not registered a dedicated hashtag for an application does not mean that users cannot post the application's images using Wii U Image Share. However, if a dedicated hashtag is registered for the title, users enjoy these benefits, and the game developer has a precious opportunity to convey the application title and the images as a set piece to latent customers. For these reasons, we recommend that you register unique hashtags for your titles.

3.2 Assigning Hashtags

You can specify one or more hashtags as the hashtags to assign to game images when they are posted using Wii U Image Share. Multiple hashtags must be separated from each other by the space of a single character.

You can specify different hashtags for different regions and different languages. In this case, the regions and languages must correspond to the System Settings on the Wii U console from which game images are being posted. You can specify the same hashtag for the various languages, or a localized version of the hashtag for each language. Whatever you do, confirm that your specified hashtags can be posted to all of the SNS sites to which images can be posted using Wii U Image Share. Different types of characters can be used for hashtags on SNS sites, and in some cases there are particular characters that cannot be used.

The hashtag registration application form has fields for two kinds of entries: one for the Common tag and another for Tags for region/language combinations. As a general rule, keep the default hashtag "#WiiU" unchanged for the common tag. If you want to specify the same hashtag for multiple regions and languages, you can simply enter the same hashtag for all the tags for region/language pairs.

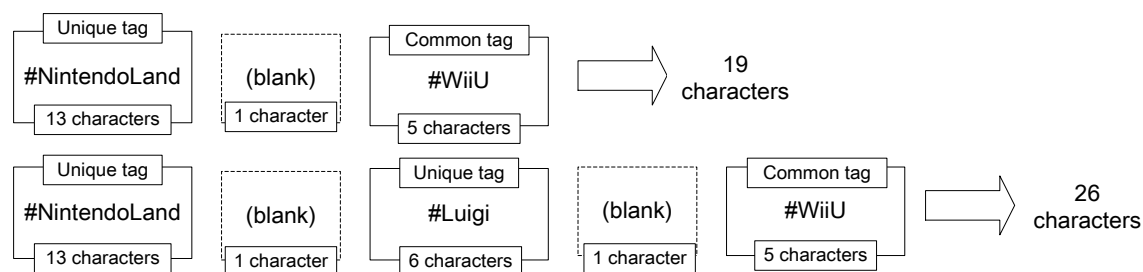
When an image is posted, it is posted with the "tag for the region/language pair," followed by a space,

followed by the "common tag." For more information about applying to register hashtags, see Chapter 2 Applying for a Hashtag.

For images posted using Wii U Image Share, the assigned hashtags must be no longer than 34 characters total. This is not a byte count, so count each character as one character, regardless of whether the hashtag is in Japanese or in letters of the alphabet. Also remember to include the single-character spaces between hashtags when calculating the character count.

Note: If the hashtags in your application exceed the limit on the number of characters, the application will be returned unapproved.

Figure 3-1 Counting Hashtag Characters



4 Filling In the Registration Sheet

This chapter describes how to fill in Wii U Image Share's tag registration sheet. Fill in this tag registration sheet for each title, and then send it to the Nintendo contact address for your region.

- For the NOA Region: thirdpartypublisher@noa.nintendo.com
- For the NOE Region: digital_publisher@nintendo.de

When Wii U Image Share is used to post images from that title to SNS sites, the posted images have the entered hashtags.

Figure 4-1 Tag Registration Sheet

Wii U Image Share Hashtag Registration Sheet						
When posting a screenshot to social networking services, Wii U Image Share checks the unique ID of the application from which the screenshot was taken. If a hashtag has been registered for that application, Wii U Image Share automatically assigns that hashtag to the screenshot.						
Note: Screenshots from any title can be posted as long as posting screenshots to Miiverse has not been restricted.						
Note: Do not change the Common Tag field unless you have a specific reason.						
Note: The length of the Common Tag plus the length of the Hashtags for Each Region/Language must not exceed 34 characters.						
The common tag is almost always "#WiiU," so limit the hashtag for each language to 29 characters or less including the hash mark (#).						
To specify multiple tags, separate each tag with a space. Note that spaces count towards the 34 characters for the entire						
Note: Tags themselves cannot include spaces or other whitespace. Also, symbols other than the underscore (_) cannot be used.						
Note: In most cases, we recommend using the name of the title as is for the hashtag. If the name of the title is long, you may want to consider abbreviating it.						
Note: It is your responsibility to confirm that there are no potential trademark infringements associated with the hashtags you specify.						
Note: For the Unique ID field, enter the value that was specified with the Application Configuration Tool. The unique ID is a five-digit hexadecimal number.						
Note: Select the Released check box for titles that have already been released. For titles that have not been released, enter the release date.						
Note: Enter the required information in the colored cells.						
☐ Already released						
Company, Department				Contact Name		
Hashtags for Each Region/Language						
Region	Country	Language	Release Date	Unique ID	Official Title Name	Tag The # is unnecessary. If there is more than one tag, press Alt+Enter to put them on separate lines in the cell.
JP	JAPAN	JAPANESE (ja)				
		Optional ENGLISH(en)				
US		Optional FRENCH(fr)				
		Optional SPANISH(es)				
		Optional PORTUGUESE(pt)				
		Optional ENGLISH(en)				
EU		Optional FRENCH(fr)				
		Optional GERMAN(de)				
		Optional ITALIAN(it)				
		Optional SPANISH(es)				
		Optional DUTCH(nl)				
		Optional PORTUGUESE(pt)				
		Optional RUSSIAN(ru)				
CN	CHINA	SIMP_CHINESE (zh-CN)				
KR	SOUTH_KOREA	KOREAN(ko)				
TW	TAIWAN	TRAD_CHINESE (zh-Tw)				
		HONG_KONG	TRAD_CHINESE(zh-HK)			
Common Tag The # is unnecessary.		Wii U		Note: Do not change this field unless you have a specific reason.		

Make entries in the colored cells. Read the notes written at the top of this sheet and then fill in the entry items.

1. Already released

If you are registering hashtags for a title that is already on sale, select that check box. As soon as you have completed the registration process any subsequent images that are posted are assigned the specified hashtags. You cannot assign the hashtags to images that have already been posted to social networking services.

2. Company, Department Contact Name

Enter the name of the company, department, and contact person making the hashtag registration application.

3. Hashtags for Each Region/Language

Enter information for the game title and the hashtag for each region/language pair.

4. Release Date

For unreleased titles, this date is the date from which your hashtags are shown on the page in Wii U Image Share that lists all hashtags.

5. Unique ID

Enter the value that was specified with the Wii U Application Configuration Tool. This unique ID determines which hashtag to assign to the image from among the hashtags registered in Wii U Image Share.

6. Official Title Name

Enter the official name of your game title in each language. The page listing hashtags in Wii U Image Share will use these names for the titles.

7. Tag

Enter the hashtag to set. If you are setting multiple hashtags, separate each hashtag with a space. Remember that these spaces count in the character count limit.

Leave the field blank for regions/languages with no planned release date. Later, when release dates are decided for these regions/languages, edit the submitted tag registration application sheet, fill in these fields, and submit the sheet.

8. For Common tag, specify a hashtag for the title to share in all regions/languages. In principle, do not change the default common tag, which is "#WiiU." If you are specifying the same hashtag for all regions and languages, enter the same tag in all the fields for region/language pairs.

5 Checking the Hashtags Assigned to Posted Images

The software developer must confirm whether images have the registered hashtags when they are posted to SNS sites. Although you can use Wii U Image Share to actually post images to a private SNS account, one false step risks publicizing images of your game to users before the title goes on sale. For that reason, Nintendo offers a Hashtag Confirmation Tool that displays the hashtags that would be assigned to an image if it were posted.

This tool only shows the hashtags, and omits the steps of logging in and posting to an SNS site when images are posted from a Wii U system using the Internet browser. Usage of this tool is similar to Wii U Image Share, and is described below.

After you receive confirmation that the hashtag registration is complete, use this tool to check that the registered hashtag matches the details in the registration application.

You can use either a development unit or an actual product when checking.

While playing a game for which you have registered a hashtag, press the HOME Button and open the Internet browser. When you access the hash tag verification tool by typing <https://i.nintendo.net/htc> in the URL field, the following screen appears.

Figure 5-1 Hashtag Confirmation Tool



Wii U 画像投稿ツール

ハッシュタグ確認/Confirm your hashtags.

ハッシュタグを確認したい画像を選択してください。
Please upload your image to confirm which hashtags are selected.

ファイルを選択 選択されていません

確認する

Nintendo
© 2013 Nintendo

Upload the image the same way you would if using Wii U Image Share. The hashtag assigned to the screenshot is the same regardless of whether the screenshot is taken from the TV screen or the Wii U GamePad screen, so select one or the other. After uploading has completed, click **確認する** (Confirm) to check which hashtags have been assigned to the image for the region/language of the Wii U. The Hashtag Confirmation Tool can only check the hashtags for the region and language set on your Wii U. Use this tool to check that the hashtags are assigned to the image as expected for all region/language pairs for which you intend to sell the title.

If the Hashtag Confirmation Tool shows hashtags that you did not envision being displayed when you applied to register the hashtags, contact Nintendo, and include in your email the region of your Wii U, its language setting, the hashtags that the tool displayed, and the hashtags that you expected to be displayed.

6 Details of Wii U Image Share

Wii U Image Share is a web service operated by Nintendo for posting images from the application to social networking services like Twitter, Facebook, and Tumblr. People can use this service to post images to their own SNS accounts via the Wii U Internet Browser. The aim is for users to enjoy themselves by sharing their gameplay accomplishments with friends on social networks, for example when they record high scores or clear games. With the addition of hashtags, people who are all playing the same game can share their experiences.

Wii U Image Share requires Wii U system version 4.0.0J/U/E or later.

When an image is posted, the user is displayed along with the image, and short comments can be added. In addition to these comments, Wii U Image Share tags images with predetermined hashtags when they are posted. For information about hashtags, see Section 6.3 Hashtags.

Wii U Image Share uses the Internet browser, so if this has been restricted in the Parental Controls, application images cannot be posted to SNS sites unless the PIN is used to bypass the restriction.

Even if a game title does not support the network features, images can be posted to SNS sites using Wii U Image if the user's Wii U system can connect to the Internet and make use of the Internet browser.

Wii U Image Share is designed to help users post to SNS sites. Nintendo does not control the contents of the posts and counts on users to use the tool in accordance with the terms of the SNS site to which they are posting. However, you can restrict use of Wii U Image Share in scenes of the game for which you do not want images to be posted to SNS sites using the same feature for restricting posting screenshots of the game to Miiverse.

6.1 Feature Overview

Wii U Image Share has the following features.

- Post images of game applications to SNS sites using the Internet browser.
- When images are posted, the user can add short messages written as free text.
- When posting, it assigns hashtags registered by the game developer. Different hashtags can be assigned to images based on the region of the Wii U system and the system's language setting.

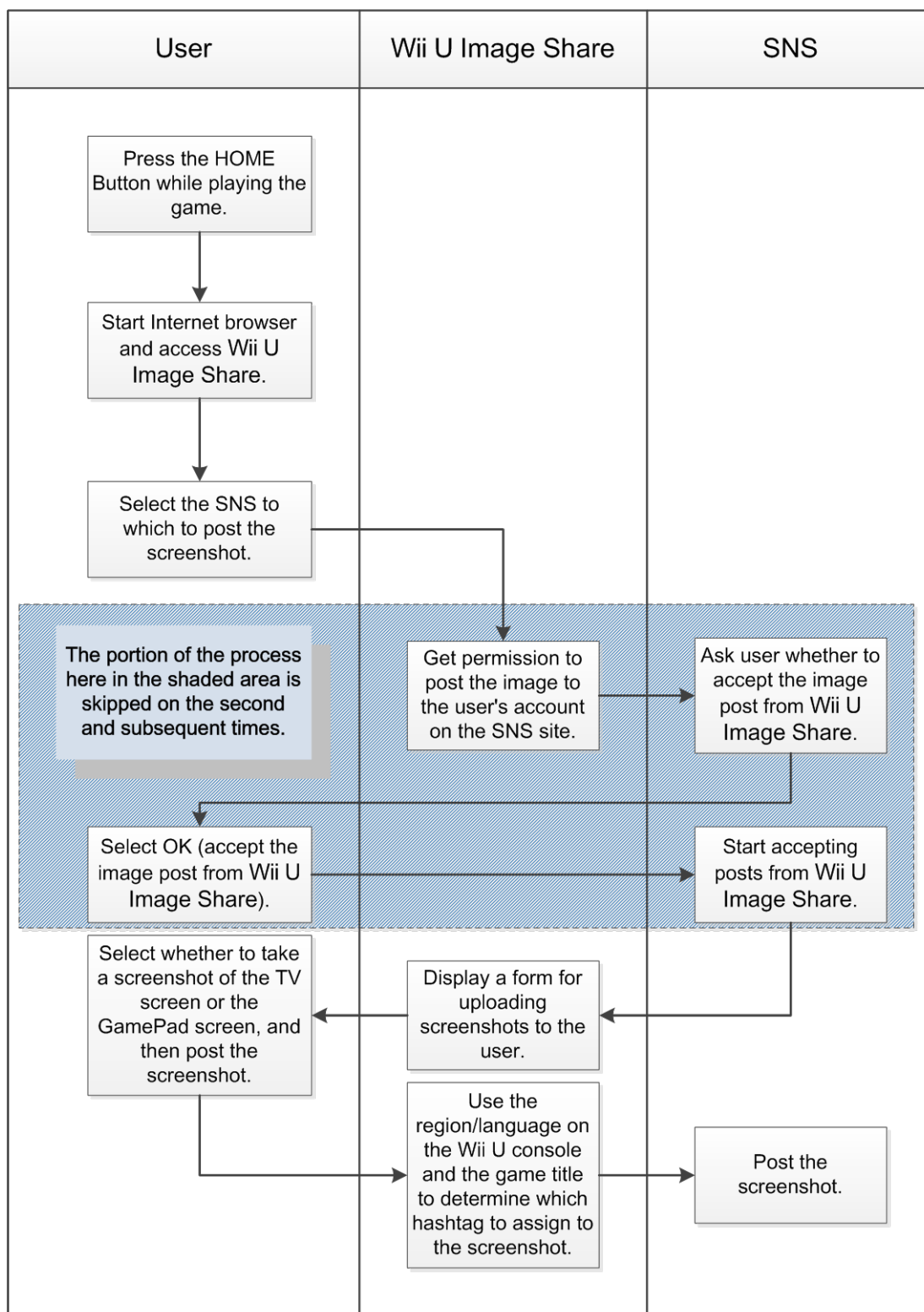
When posting an image, the user can select whether to take and post a screenshot of the TV screen or the Wii U GamePad screen. To upload a screenshot of both screens, the user must make two separate posts. Screenshots of both screens cannot be uploaded in the same post.

When a user acts to post an image to an SNS site, the site asks them to log in to their account. The image cannot be posted if the user enters the wrong password or cannot log in for any other reason. The user must create an account on the desired SNS site before using Wii U Image Share.

6.2 Image Posting Flow

This section describes the process involved in posting images of games or other software applications to SNS sites using Wii U Image Share. For more information about how to use the tool, see the page for the tool on Nintendo's official website.

The figure depicts the flow of the process up to the point where an image is posted using Wii U Image Share. In this flow, everything runs smoothly through to the end of the process. The figure does not show potential complications, like a failed login to an SNS account, or a Parental Controls restriction on the use of the Internet Browser.

Figure 6-1 Flow to the Point of Posting an Image

The image that is ultimately posted to the SNS site is taken at the moment where the user pressed the HOME Button to pause the game.

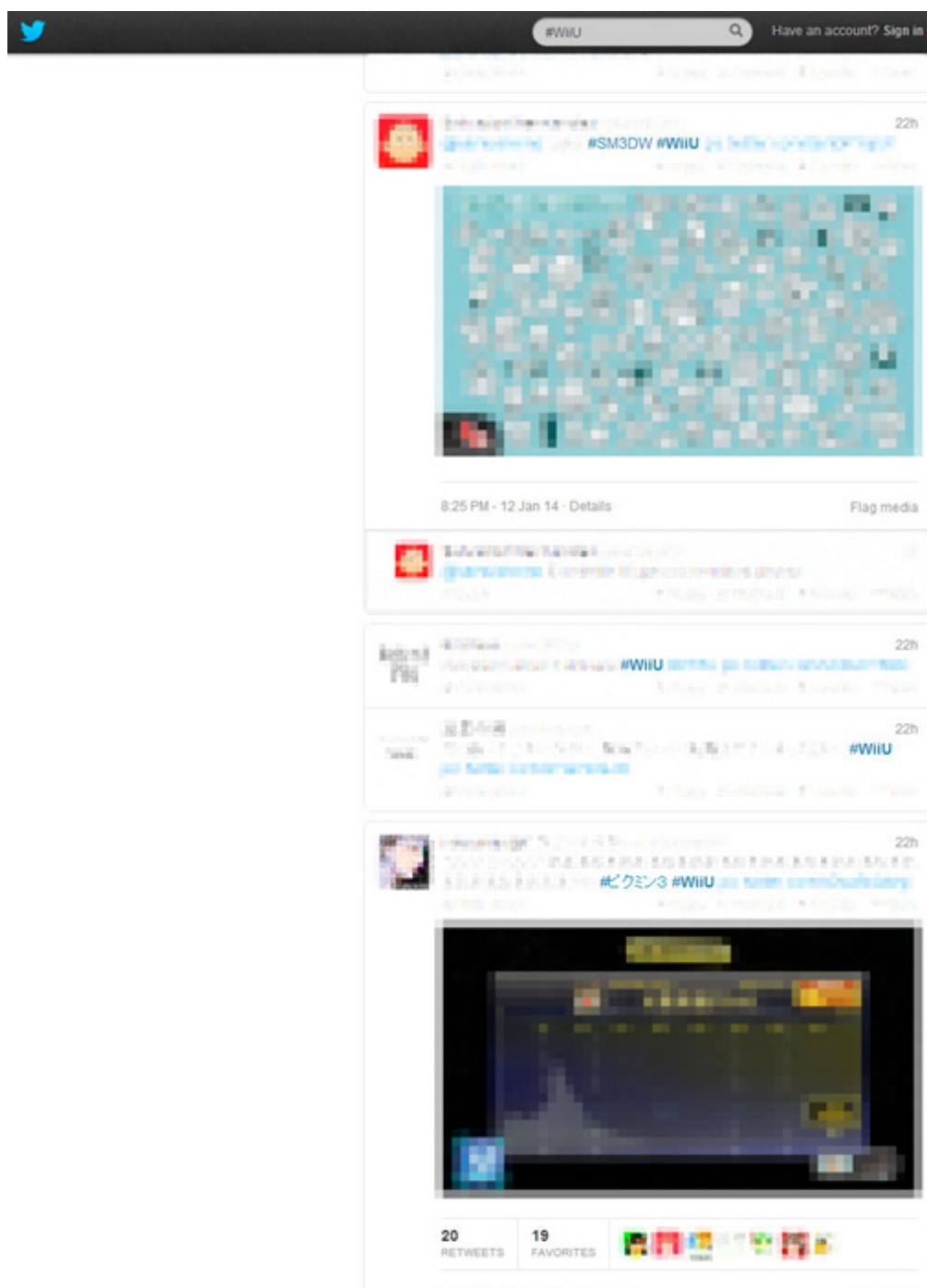
When selecting which SNS to post the image to, you can select multiple sites. If multiple SNS sites are selected, the image can be posted to all of them at the same time. As above, however, screenshots of both the TV screen and the Wii U GamePad screen cannot be posted at the same time.

6.3 Hashtags

Note: This section provides a general description of hashtags as used on the Internet. Matters unique to Wii U Image Share are covered elsewhere, so this section can be skipped if you are already familiar with hashtags.

A hashtag is basically a shared keyword for postings to an SNS site about a topic, providing a way to search through the postings to view all the postings by people talking about that topic. Conventionally, hashtags are keywords that begin with "#." Some SNS sites show the hashtags included in posted messages as links which send you to a screen where the results of searching on that hashtag as a keyword are displayed.

To get an idea of how hashtags are actually used, try searching on a hashtag in the search screen of an SNS site. For example, if you search for "#WiiU" in the search screen of an SNS site supported by Wii U Image Share, you'll discover many posts on topics about the Wii U console and Wii U applications. Thanks to the use of common hashtags, it is easy to find other people posting about the same topic, or to learn the reputations of things.

Figure 6-2 Hashtag Search on Twitter

6.3.1 Hashtag Format

There is no set format for hashtags, other than that they begin with #. Different SNS sites have different rules about the kinds of characters can be used for hashtags, but most recommend simple

constructions of just alphanumeric characters and the underscore symbol (" _ ") for hashtags used for individual topics.

The SNS sites supported by Wii U Image Share allow use of Japanese kanji and other characters in addition to alphabetic letters for hashtag names.

Single posts can be assigned multiple hashtags. In this case, searching on any of the hashtags finds that post. This makes it easier for the post to show up in search results, but the downside is that a post tagged with lots of hashtags can look horrible. Posts to SNS sites are personal statements for others to see, so if the posts made with Wii U Image Share look horrible, users will stop using the service.

Hashtags are typically written at the tail end of the posted text. If they do not destroy the meaning, hashtags can also be used like words in the middle of the text. Wii U Image Share automatically tags the end of the message with the hashtags.

- Example: "It took me 3 hours, but I made a new high score. #WiiU"
- Example: "Finally got a #WiiU!"

6.3.2 Notes About the Phrases Used for Hashtags

Users can add hashtags to their posts however they like. Even though Nintendo might like to have exclusive use of "#Nintendo" for publicity purposes, it cannot prevent other people from using the same hashtag for other purposes. In addition, no single user of an SNS site can control how a hashtag is used. For these reasons, if you use a very common phrase as a hashtag, it will likely overlap with the postings to other topics, making it hard to find people posting about your topic. That diminishes the merit of taking the effort to tag posts with hashtags. For example, if you post to an SNS site using "#Link" as a hashtag, thinking of the character Link, that would drown among all the uses "#Link" referring to a hyperlink.

If you plan to use an initialism or an acronym as a hashtag, you must check whether it is already being widely used for other meanings.

You also need to remember that hashtags might not be independent for posts in different languages. When a person searches on a hashtag, the result might be a mix of posts in Japanese, English and other languages. If you want your hashtag search results separated by language, consider using a different hashtag for each language. In the West, it is common for posts in a mix of European languages to have English-language hashtags.

6.3.3 Length of Phrases Used for Hashtags

General thinking is that hashtags are ideally two to 10 characters in length. If a hashtag is too short, there is a risk that it is already widely in use. If it is too long, posters might get a bad impression, because it uses up so many characters when the post is being written. That being said, Wii U Image Share supports comments of up to 80 characters, so a long hashtag does not have much impact.

Whatever the length, we recommend using hashtags for Wii U Image Share that are readily recognizable as being associated with your game title. That way, even friends who are unfamiliar with the game application know that the posted images are from that application.

Revision History

Version	Revision Date	Category	Description
1.1	2015-05-26	Changes	• 1.1 About This Document Added a note about hashtags not being added when posting to Facebook. • 1.3 Terminology Added a note about hashtags not being added when posting to Facebook.
1.0	2015-03-03	—	Initial version.

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